Information
Architecture

IA Components

IA Structures

IA Schemes

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Guide Steps

In this guide,Our UX design mentor "Muhammad Nawaz Rizvi" teache you about Information Architecture steps by step. Here what he'll cover ...

IA in Practical life	Defination	IA Approaches and Schemes
IA Components	Benefits of IA	History of IA	Ending

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IA in Practical Life

In Practical life how IA work? When you go for a grocery store, you start looking at the signs at the end of each aisle. When you think you've got the right aisle, you start looking at the individual products. If it turns out you've guessed wrong, you try another aisle, or you may back up and start over again. The way, you used the store's navigation,Looking for things on a website and looking for them in the "mall" world have a lot of similarities.

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Flow + Structure = IA

Definition

IA is concerned with creating organizational and navigational schemes,information architecture is all about organization of information, components and pages in a clear and logical way.

Top Down Scheme

Bottom Up Scheme

IA Approaches & Schemes

Information Architecture categorization scheme base on two major ways from the top-down, or from the bottom up.

A top-down Scheme: This scheme starting with the broadest categories of possible content and functionality needed to accomplish strategic goals then we break categories down into logical subsections.

A bottom-up Scheme: In this scheme we group items together into low-level categories and then group those into higher-level categories, building toward a structure that reflects our product objectives and user needs.

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swap →

Matrix Structure
Approache

Organic Structure
Approache

Sequential Structure
Approache

IA Approaches & Schemes

With the help of above two categorization schemes, we design IA using one of the following approaches.

Matrix Structure Approach: A matrix structure allows the user to move from node to node along two or more dimensions. Use where user need associated with matrix(dimension). Practicaly use in traveling site. Filters are practice to use of matrix.

Organic Structures Approach: Nodes are connected together on a case-by-case basis, But organic structures don't provide users with a strong sense of where they are in the architecture.

Sequential Structures Approach: Filling forms info or splash screens in different apps are practical examples of sequential structure. Books, articles are designed in this structure.

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IA Componensts

The basic component of IA is the node. Nodes have parent/child relationships with each other.Not every node has children, but every node has a parent.
Components of IA specify the appearance and location of the IA, so we know what to look for and where to look when we need them,component tools for IA are the diagrams.We use visuall diagrams for Nodes, sections, functions, button, conditions and pages, sub-pages as components of IA.

○ Start App Component

▭ Button Component

▭ Page Component

⬭ Input field Component

▤ Sub page Component

◎ Ground / end Component

◇ Condition Component

Benefits of IA

IA has the following benefits,
1) IA speedup the applications development process
2) Make your application easy to use
3) IA increase users' loyalty.
4) By making the hierarchy visible it tells us what's here, where are you? It also tells us what the site contains.
5) It tells us how to use the site. it tells you implicitly where to begin and what your options are. Done correctly, it should be all the instructions you need.
6) Without good IA there is no logical and effective user experience
7) Good IA makes it possible for a user to focus on their tasks

History of IA

Historically information architecture has been concerned with the organization, grouping, ordering, and presentation of content, library science, journalism, and technical communication. The history of IA goes as far into the past as ancient Egypt. Librarians in the library of Alexandria listed the content of the library on a 120-scroll bibliography.

Library science is the study of how to categorize and catalogue information resources. Both the art of categorizing (defining things by similarity) and cataloguing (find it again in the future)are extremely valuable for IA.

Thank You!

I hope it was helpful! If you have good suggestion please drop your feedbacks in comments. If you wanna more about IA please visit our site and read our article about IA

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